

THE PRESIDENT AND CORONAVIRUS

How concerned are you about each of the following, given President Trump's coronavirus diagnosis?

% = Very/Somewhat Concerned

It will result in additional negative impacts on the United States economy

60%

President Trump's health

55%

The possible impact on Joe Biden's health, given their proximity to each other in Tuesday night's debate

51%

The possibility of Vice President Mike Pence needing to assume Presidential power

51%

How much do you agree or disagree with these statements?

% = Strongly/Somewhat Agree

President Trump's recent outdoor rallies have put large amounts of Americans at risk of contracting the coronavirus

69%

President Trump's inconsistent views towards mask-wearing throughout the year have put others in danger

68%

President Trump's coronavirus diagnosis will cause further confusion to voters as Election Day nears

61%

The national security of the United States is now at greater risk due to President Trump's coronavirus diagnosis

51%



Only 56% of Americans trust the White House (22% a lot, 34% a little) to provide honest, accurate updates on President Trump's condition as this situation unfolds.



THE HOLIDAYS

How concerned are you that COVID-19 will prevent you from celebrating the following holidays this year AS YOU NORMALLY WOULD?

+/- = Change since last week



Halloween

47%

no change



Thanksgiving

52%

+2%



Christmas/Hanukkah/Kwanzaa

53%

+1%



New Year's

46%

no change



Which of the following best describes you regarding this year's latest flu vaccine?

26%

Have already received the flu vaccine

33%

Plan to get it between now and the end of the year

13%

Unsure if they will get the flu vaccine this year

29%

Do not plan to get the flu vaccine

+/- = Change since last week

HOW CONCERNED ARE YOU ABOUT THE CORONAVIRUS?

85%

Concerned (net)

+4%

High concern

51%

+3%

Moderate concern

34%

+1%

Low concern

15%

-4%



↑ 28% of respondents are now more concerned about the coronavirus than they previously were as a result of President Trump's diagnosis.

OUR BIGGEST CONCERNS

How concerned are you about:

Key Total Concerned Very Concerned +/- = Change since last week



Your personal finances due to the Coronavirus

68%

+1%

35% no change



Contracting the Coronavirus

74%

+3%

37% -2%



Your mental wellbeing due to the Coronavirus

60%

+1%

29% -1%



A member of your family contracting the Coronavirus

78%

-1%

49% +1%

How long do you think we will continue to need to avoid crowds and close or restrict businesses?

+/- = Change since last week

2 months or longer

83%

+3%

longer than 6 months

44%

-2%



THE VACCINE

+/- = Change since last week

How confident are you that life will 'return close to normal' once an effective vaccine is available for COVID-19?

68%

-1%

Confident (Net)

31%

-3%

Extremely/Very confident (Subnet)



Once available, how soon do you plan to get the vaccine for COVID-19?

24%

-1%

Would get it as soon as possible

27%

+1%

Would not get it

49%

no change

Would wait until more research on safety and effectiveness is available

VOTING

This year, are you more likely to vote:¹

54%

-2%

In-person at your designated polling location

46%

+2%

By Mail

Mail-in voting by Party ID:

32%

+4%

Republican/Lean Republican

61%

+3%

Democrat/Lean Democrat

47%

+1%

Independent

Would you be willing to attend the following RIGHT NOW?

30%

SAY YES

-2%

Any (net)

26%

SAY YES

-3%

A large OUTSIDE event, such as a sporting event, concert or festival

15%

SAY YES

-4%

A large event INSIDE an arena or public building, such as a concert, sporting event, or convention



Dig deeper with the Big Village Insights COVID Dashboard.

The Big Village COVID-19 dashboard delivers an easy-to-use, self-serve platform providing access to all of our COVID-19 tracking data including industry specific deep-dives and online behavioral data. This tool puts Big Village's data in your hands to uncover meaningful insights to your specific business questions.



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Omnibus Surveys

¹Base = Likely Voters